

MARKETING

Encore rolls out programmatic service targeting niche luxury buyers

June 7, 2017



Encore Digital Media's service aims to better target luxury buyers. Image credit: William & Son

By STAFF REPORTS

Agency Encore Digital Media is launching a programmatic advertising solution designed specifically with luxury brands in mind.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The service, dubbed Business Elite, will leverage first party data to target individuals who fit into luxury buyer profiles such as the young affluent or gourmet lovers. Intended to take segmenting beyond financial means, this pinpoints potential customers based on psychographic and behavioral details.

Targeted approach

Encore, which has worked with clients including William & Son and bank Investec, was founded by Guy O'Brien and Daniel Shaw in 2013.

Business Elite is aimed at brands across the luxury sector, including fashion labels, automakers, jewelers and hospitality companies. The targeted messaging is served to audiences who show a potential for buying luxury based on their other interests and traits.

While high-net-worth individuals represent one segment that Business Elite can target, it also breaks down consumers into categories such as luxury travelers, active investors and stylish and entrepreneurial women.

Among the media that Business Elite serves ads to are Tatler, Forbes, Harper's Bazaar, Elle, Cond Nast Traveler and The Economist.



Cond Nast Traveler June/July 2016 cover

"We offer brands precision as we specialize in hard to reach audiences, and we've always ensured transparency," said Mr. O'Brien in a statement.

"With Business Elite we are focusing in on the really hard to reach but most relevant audiences for luxury brands," he said. "We can also offer brands - many of whom haven't worked with programmatic partners before - a regular, holistic view of impact and engagement and the ability to optimize quickly."

Artificial intelligence, the Internet of things and identity resolution technologies are three of the best ways to future-proof consumer marketing tactics in the immediate future, according to a new report from Forrester.

By investing in artificial intelligence, marketers will be able to move away from individual, piecemeal marketing campaigns and towards a more holistic approach that synthesizes all of their content automatically and can combine and create new pieces of content on its own.

This technology is part of a larger move towards personalized and programmatic advertising that will play a crucial role in how brands market to consumers in the future ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.